

Integrated Multi-channel Marketing: Good for Marketers, Good for Business

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Introduction

Marketing departments are in transition. Under scrutiny from senior management, Chief Marketing Officers (CMOs) need to justify every dollar they spend and must be able to provide accurate information on the return on their marketing spend. CMOs have committed to upgrading their departments' skill sets and organizational effectiveness. In addition, tools that can help measure effectiveness, such as campaign measurement dashboards, are a high priority for most CMOs this year.

For print and marketing Service Providers this trend provides opportunities to partner with clients in new and valuable ways. Service Providers who can demonstrate measurable ROI, provide reusable campaign assets, and react quickly to changing conditions or newly acquired information will move from being a vendor to a strategic partner on the client's marketing team.

Marketing Department Challenges

The climate of change being experienced in companies across every industry means that every dollar being spent on marketing activities needs to be justified. Marketers are being held accountable and need to track marketing results and effectiveness in much more quantifiable ways than were previously possible. In addition, marketing organizations as a whole need to become more efficient and effective at designing their programs and allocating marketing spend.

CMOs are realizing that they need to extract as much value as possible from each and every customer. In order to do so they need to become much more effective at understanding each customer's unique challenges, as well as how their own value propositions address those challenges. This may mean an in-depth evaluation of current messaging and an overhaul of outdated or generic value propositions that don't resonate with current customer insights. Dialog with customers will need to become much more interactive, where customers can communicate with marketers who in turn formulate value propositions that speak directly to customers.

Part of the challenge marketers face in adopting this highly quantifiable, customer-focused strategy is finding tools that can help implement and track marketing programs. One of the biggest investments CMOs are making this year is in marketing performance measurement dashboards that can help them remain accountable, prove ROI and improve the credibility of marketing in the organization as a whole.¹

Technology Emerges to Meet the Challenge

Marketers need better, more measurable results. The service provider who understands these CMO challenges and offers solutions to address them will earn the trust and loyalty of their marketing clients.

Integrated multi-channel marketing technology is the answer. *Integrated multi-channel marketing* is the method of marketing that:

1. Delivers targeted messaging to the right audience in their preferred media such as direct mail, e-mail, and personalized URLs with landing pages
2. Provides automated follow-up to respondents and sales representatives
3. Measures all components and reports results via an integrated real-time campaign dashboard

Integrated multi-channel marketing technology is software that allows a print or marketing service provider to quickly and to easily add these valuable campaign components to their offering. With minimal investment in time or money, a standard direct mail offering can become integrated multi-channel marketing with personalized URLs, landing pages, and the tracking and real-time reporting that CMOs so desperately need.

Service Providers Rise to the Occasion

Many service providers have already adopted multi-channel marketing technology and modified their service offerings to address the changing needs of their marketing clients. An InfoTrends study of Multi-Channel Marketing Services published in 2007 evaluated

¹ CMO Council Marketing Outlook 2007. See www.CMOCouncil.org for more information or a copy of the report.

over 100 service providers and identified MindFireInc's LookWho'sClicking® technology as delivering significantly better business results. Key findings include:

- MindFireInc licensed solution partners are seeing significantly higher growth in digital color print volume: 19% annually vs. 14.7% for those using other solutions.
- For those solution partners who had held a MindFireInc license for at least 12 months, that percentage was even higher: 21.4% annual growth.

MindFireInc's solution partners also expect their percentage of revenue generated by multi-channel campaigns to increase from 9.5% to 19% of total revenue this year. This is significant since these campaigns tend to be more profitable than other, more traditional offerings.

Summary

Marketers are looking for solutions that can help them justify marketing spend, and also need to be able to track all channels including online and offline marketing programs. In addition, they need to be able to start a dialog with their own customers in order to refine and perfect their value propositions and messaging.

The technology exists to provide marketers with what they need. By applying it, service providers have a unique opportunity to become strategic partners with their customers, which in turn will increase their page volume, profitability, and customer loyalty.

The marketers get what they need. Service providers improve their business. It's a win-win situation.